

Cleveland Hopkins International Airport (CLE) to Offer Clear Channel Outdoor's ClearVision TV Network

Local, National Businesses to Benefit from Dynamic Ad Platform Reaching CLE's Nine Million Annual Travelers

ALLENTOWN, Pa.--(BUSINESS WIRE)-- [Clear Channel Airports](#) (CCA), a division of [Clear Channel Outdoor Holdings, Inc. \(NYSE:CCO\)](#), and the world's leading marketer of airport multimedia, today announced that its in-airport TV network, ClearVision, will be available at Cleveland Hopkins International Airport (CLE) in early 2014 giving businesses and brands operating in Cleveland, including local tourist attractions, a new channel for advertising.

"We're always looking for ways to improve our customers' experiences here at the airport," said CLE's Airport Director Ricky Smith. "Adding ClearVision will help deliver non-stop news and entertainment to our visitors, as well as highlighting local attractions."

ClearVision is also the only airport television network that links brand campaigns to a unique variety of content from major TV Networks, including ABC, FOX, NBC, E!, NFL Network and many more. ClearVision delivers a lineup of top network shows from 200 content providers, transformed into short-form "mini-sodes," news, weather and sports, and enables airports to offer a customized TV station featuring local businesses and airport promotions. At CLE, the new locally branded television network, known as "CLE-TV," will feature CBS Cleveland, live with breaking news and emergency advisories. Local businesses, such as the Cleveland Zoo, Cleveland Metroparks and Cleveland Children's Museum have already signed on as CLE-TV sponsors.

"We are thrilled to help Cleveland Hopkins International airport significantly elevate their visitors' experience with the diversity of content offered only by ClearVision," said David Tetreault, COO ClearVision/ConnectiVISION TV. "As broadcasters in the away-from-home television space, we strive to deliver a programming line-up that is embraced by viewers through our offering of entertainment, education and information and by advertisers and brands for our delivery of the engaged and highly desirable demographic – the affluent business traveler."

The ClearVision platform provides local and national businesses with products and services available in Cleveland, a unique branding opportunity to target and reach very valuable consumers – frequent travelers. ClearVision is an ideal integration for CLE's initiative to promote hometown businesses and tourism in order to generate sales and encourage repeat visits. Additionally, ClearVision gives CLE the capability to incorporate customized messages within the programmed content, helping them to better connect with visitors and enhance their traveling experience.

"The installation of ClearVision at CLE is a significant milestone in our ongoing commitment to helping airports across the country reach their goals," said Jon Sayer, president, Clear

Channel Airports. “ClearVision was chosen over the competition because of its easy integration, its stellar selection of content from popular television networks and its rapidly expanding network of airports all over the country. The addition of in-airport TV to the growing list of amenities at CLE will be a significant contributor to the airport’s goals for providing enhanced amenities and creating new business opportunities.”

CLE is the fourth airport in the United States to install the in-airport TV Network to-date. The first airport to use ClearVision was Louis Armstrong New Orleans International Airport in December 2012, followed by Raleigh-Durham International Airport and Dallas Love Field Airport.

About ClearVision

ClearVision is a transformative away-from-home television broadcaster delivering a top-tier entertainment, news, sports and weather programming mix to airports throughout the U.S. ClearVision is a partnership between Clear Channel Airports and ConnectiVISION Digital Networks and is headquartered in Burbank, CA. The company’s television content strategy provides Fortune 500 brands and advertisers with optimal engagement and consumer interaction. Visit www.clearvisiondigitalnetworks.com to learn more.

About Clear Channel Airports

Dedicated to airport advertising for more than 37 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), one of the world’s largest outdoor advertising companies, currently operates more than 275 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting www.clearchannelairports.com and www.clearchanneloutdoor.com.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world’s largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings’ International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

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Clear Channel Outdoor
Jason D. King, 212-812-0064
JasonDKing@clearchannel.com

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